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# AS

## ART AND DESIGN

### Graphic Communication (7243/X)

#### Component 2 Externally set assignment

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To be issued to candidates on 1 February or as soon as possible after that date.  
All teacher-assessed marks to be returned to AQA by 31 May.

#### Time allowed

- 10 hours

#### Materials

For this paper you must have:

- appropriate art materials.

#### Instructions

- Read the paper carefully. Before you start work, make sure you understand all the information.
- Choose **one** question.
- As soon as the first period of supervised time starts you must stop work on your preparatory work. You may refer to it in the supervised time but it must not be added to or amended.
- The work produced in the supervised time may take any appropriate form.
- You must show evidence of personal work relating to your chosen question.
- You must show evidence of research and of investigating and developing ideas. This should include visual work and, if appropriate, annotations or written work. Sketchbooks, workbooks and/or journals may be included.
- Practical responses to the work of other artists, designers, craftspeople and photographers must show development in a **personal** way.
- The work submitted for this component must be produced **unaided**.
- You must **not** produce work for this component after the 10 hours of supervised time.

#### Information

- The maximum mark for this paper is 96.

#### Advice

- You may discuss your ideas with your teacher before deciding on your starting point.
  - You may use any appropriate graphic media, method(s) and materials, unless the question states otherwise.
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This paper will test your ability to:

- develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding
- explore and select appropriate resources, media, materials, techniques and processes, reviewing and refining ideas as work develops
- record ideas, observations and insights relevant to intentions, reflecting critically on work and progress
- present a personal and meaningful response that realises intentions and, where appropriate, makes connections between visual and other elements.

The questions below should be seen as starting points for personal investigations in which you make reference to appropriate critical and contextual material.

Choose **one** of the following questions.

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**1 'Transcard'**

A transport company is inviting designs for a travel card to be called 'Transcard'. Refer to appropriate examples and develop ideas for a distinctive card design and a shop window sticker offering a 'top-up' facility. You might like to investigate work for the London Underground by Harry Beck and Edward Johnson, and work produced for 'Transport for London' by M&C Saatchi.

**[96 marks]**

**2 Water**

A water supply company requires a new logo design to promote its image. Investigate examples of corporate identity and develop ideas for a logo that could be applied to stationery, van livery or publicity material. Examples can be seen in work by Lunatrix Design, BML Creative and Synergi Design.

**[96 marks]**

**3 Festival, carnival or parade**

Produce graphic work to promote a festival, carnival or parade. You might like to refer to work by Andreas Hidber, Kiko Farkas and Jean-Pierre Poteon when producing your ideas. Consider ways in which the atmosphere of the event will be communicated. Carefully consider the relationship between image and typography when developing your work.

**[96 marks]**

**4 'Eye of the lens'**

Design graphic work for 'Eye of the Lens', an exhibition of photography at a gallery, museum or arts centre near you. Investigate appropriate examples and produce ideas for graphics to promote the exhibition **or** packaging design for exhibition merchandise. You might like to refer to the work of Ralph Appelbaum Associates, Studio Dumbar, Through Creative and Hat-trick Design.

**[96 marks]**

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**5 A feature of your local environment**

Produce graphic work to increase public awareness of a feature of your local natural or built environment. You might like to consider ideas for a poster, a brochure, a web page or a title sequence for a promotional film. Make reference to appropriate contextual material that could include work by Andrew Ingamells, Andrew Davidson, Graphic Thought Facility and The Creation Lab.

**[96 marks]****END OF QUESTIONS**

**There are no questions printed on this page**

**DO NOT WRITE ON THIS PAGE**